

## Claims

1. A product comprising a composition for application to the hair, said composition comprising:

5 (i) a first hair conditioning agent, wherein said first hair conditioning agent penetrates into the core of the hair;

10 (ii) a second hair conditioning agent, wherein said second hair conditioning agent penetrates into the cortex region of the hair but does not substantially penetrate into the core of the hair; and

15 (iii) a third hair conditioning agent, wherein said third hair conditioning agent remain on the hair surface and does not substantially penetrate into the cortex of the hair;

wherein said product comprises advertising stating that said first hair conditioning agent, said second hair conditioning agent, and said third hair conditioning agent condition different regions of the hair.

20 2. A product of claim 1, wherein said first hair conditioning agent, said second hair conditioning agent, and said third hair conditioning agent are oils.

25 3. A product of claim 1, wherein said first hair conditioning agent is selected from the group consisting of avocado oil, apricot kernel oil, olive oil, sesame oil, coconut oil, and PEG-7 olivate.

30 4. A product of claim 1, wherein said first hair

conditioning agent is olive oil.

5. A product of claim 1, wherein said second hair conditioning agent is meadowfoam seed oil.

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6. A product of claim 3, wherein said second hair conditioning agent is meadowfoam seed oil.

7. A product of claim 4, wherein said second hair conditioning agent is meadowfoam seed oil

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8. A product of claim 1, wherein said third hair conditioning agent is selected from the group consisting of PEG-8/SMDI copolymer, palmitoyl myristyl serinate, jojoba oil, almond oil, mineral oil and sunflower oil.

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9. A product of claim 3, wherein said third hair conditioning agent is selected from the group consisting of PEG-8/SMDI copolymer, palmitoyl myristyl serinate, jojoba oil, almond oil, mineral oil and sunflower oil.

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10. A product of claim 6, wherein said third hair conditioning agent is selected from the group consisting of PEG-8/SMDI copolymer, palmitoyl myristyl serinate, jojoba oil, almond oil, and sunflower oil.

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11. A product of claim 1, wherein said third hair conditioning agent is almond oil.

12. A product of claim 3, wherein said third hair

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conditioning agent is almond oil.

13. A product of claim 6, wherein said third hair conditioning agent is almond oil.

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14. A product of claim 1, wherein said product further comprises instructions instructing the user to rinse the composition from the hair following application.

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15. A method of promoting a composition for application to the hair, said composition comprising:

(i) a first hair conditioning agent, wherein said first hair conditioning agent penetrates into the core of the hair;

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(ii) a second hair conditioning agent, wherein said second hair conditioning agent penetrates into the cortex region of the hair but does not substantially penetrate into the core of the hair; and

(iii) a third hair conditioning agent, wherein said third hair conditioning agent remains on the hair surface and does not substantially penetrate into the hair;

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wherein said method comprises promoting that said first hair conditioning agent, said second hair conditioning agent, and said third hair conditioning agent condition different regions of the hair.

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16. A method of claim 15, wherein said first hair conditioning agent, said second hair conditioning agent, and said third hair conditioning agent are oils.

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17. A method of claim 15, wherein said first hair conditioning agent is selected from the group consisting of avocado oil, apricot kernel oil, olive oil, mineral oil and PEG-7 olivate.

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18. A method of claim 15, wherein said second hair conditioning agent is meadowfoam seed oil.

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19. A method of claim 15, wherein said third hair conditioning agent is selected from the group consisting of PEG-8/SMDI copolymer, palmitoyl myristyl serinate, jojoba oil, almond oil, and sunflower oil.

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20. A method of claim 15, wherein said method further comprises instructing the user to rinse the composition from the hair following application.

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21. A method of claim 15, wherein said method further comprises instructing the user not to rinse the composition from the hair following application.